CLAIMS

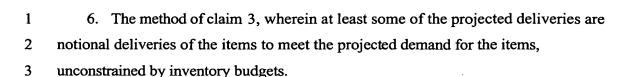
2 3 4 5	including: projecting unit inventory and unit sales for a plurality of items at a plurality of locations, utilizing current inventory of the items at the locations,	
4 5	locations, utilizing	
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	current inventory of the items at the locations,	
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	projected deliveries of the items to the locations, and	
7 .	projected demand for the items at the locations; and	
8	applying planned transaction pricing to derive projected dollar inventory and	
9	projected dollar sales of the items at the locations.	
1	2. The method of claim 1, further including rolling up at least one of the	
2	projected unit inventory, unit sales, dollar inventory or dollar sales from the items to	
3	one or more aggregate levels.	
1	3. The method of claim 1, further including projecting gross margins on sales of	
2	the items across the locations, utilizing	
3	the projected dollar sales of the items at the locations,	
4	actual costs for the items sold from the current inventory, and	
5	projected costs for the items sold from the projected deliveries.	
1	4. The method of claim 3, further including rolling up at least one of the	
2	projected unit inventory, unit sales, dollar inventory, dollar sales, or gross margin on	
3	sales from the items to one or more aggregate levels.	
1	5. The method of claim 1, wherein at least some of the projected deliveries are	
2	notional deliveries of the items to meet the projected demand for the items,	
3	unconstrained by inventory budgets.	

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- 7. The method of claim 5, wherein the notional deliveries only start after specified order coverage cycles for the items.
- 8. The method of claim 6, wherein the notional deliveries only start after specified order coverage cycles for the items.
- 9. The method of claim 5, wherein the notional deliveries are calculated to balance stocking costs against lost sales.
 - 10. The method of claim 6, wherein the notional deliveries are calculated to balance stocking costs against lost sales.
 - 11. The method of claim 5, wherein the notional deliveries are calculated to deliver predetermined in-stock percentages for the items at the locations.
 - 12. The method of claim 6, wherein the notional deliveries are calculated to deliver predetermined in-stock percentages for the items at the locations.
- 1 13. The method of claim 1, wherein the projecting of the unit sales is carried out 2 for weekly periods.
- 1 14. The method of claim 13, further including adjusting the projected weekly unit 2 sales for causal events happening during the weekly period.
- 1 15. The method of claim 13, further including adjusting the projected weekly unit 2 sales for one or more promotions happening during at least part of one or more of the 3 weekly periods.
- 1 16. The method of claim 1, wherein the projecting of the unit sales is carried out 2 for daily or more frequent periods.
- 1 17. The method of claim 16, wherein the projecting of unit sales takes into account stockouts of the items at the locations.

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- 1 18. The method of claim 16, wherein the projecting of unit sales takes into account in dates and out dates for the items.
- 1 19. The method of claim 18, wherein the out date is a desired date for selling out 2 one or more of the items.
- 20. The method of claim 18, wherein the out date is a date by which one or more of the items will be sold out or cleared out.
- 21. The method of claim 18, wherein a plurality of the in dates and out dates for a particular item are associated with a plurality of the locations.
 - 22. The method of claim 16, wherein the projecting of unit sales takes into account last purchase order receipt dates associated with the items.
- 23. The method of claim 22, wherein a plurality of the last purchase order receipt dates for a particular item are associated with a plurality of the locations.
 - 24. The method of claim 16, wherein the projecting of unit sales takes into account causal events affecting demand for the items.
 - 25. The method of claim 24, wherein at least one of the causal events is a promotion.
- 1 26. The method of claim 24, wherein at least one of the causal events is a markdown.
- 27. The method of claim 24, wherein at least one of the causal events is an item presentation.
- 1 28. A method of prorating sales or revenue budgets among items, including:
- 2 setting sales or revenue budgets for groups of items;
- 3 projecting sales of the items;
- 4 setting notional deliveries, in addition to projected deliveries for outstanding
- 5 orders, to meet the projected sales;



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- 6 prorating the sales or revenue budgets for the groups of items; and
- 7 reporting the prorated sales or revenue budgets and the projected sales for the
- 8 items, rolled up, if necessary, to a level of detail equivalent to the prorated sales
- 9 or revenue budgets.
- 1 29. The method of claim 28, further including:
- 2 calculating reduced notional deliveries consistent with prorated inventory
- 3 budgets; and .
- 4 calculating lost sales resulting from the reduced notional deliveries.
- 30. The method of claim 28, wherein the notional deliveries are constrained by lead time for ordering and obtaining delivery of the items.
- 31. The method of claim 29, wherein the notional deliveries are constrained by
 lead time for ordering and obtaining delivery of the items.
 - 32. The method of claim 28, wherein the projected sales of the items are projected on a daily or more frequent basis.
- 33. The method of claim 28, wherein the projected sales of the items are
 projected on a location-by-location basis.
- 34. The method of claim 32, wherein the projected sales of the items are
 projected on a location-by-location basis.
- 35. The method of claim 29, wherein the projected sales of the items are
 projected on a daily or more frequent basis.
- 36. The method of claim 29, wherein the projected sales of the items are
 projected on a location-by-location basis.
- 37. The method of claim 35, wherein the projected sales of the items are
 projected on a location-by-location basis.
- 38. The method of claim 28, wherein the notional deliveries are based in part on optimal stocking levels.

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- 39. The method of claim 29, wherein the notional deliveries are based in part on optimal stocking levels.
- 1 40. The method of claim 28, wherein the notional deliveries are based in part on desired in stock levels.
- 1 41. The method of claim 29, wherein the notional deliveries are based in part on desired in stock levels.
- 42. The method of claim 28, wherein the notional deliveries are consistent with presentation quantities for the items at respective selling locations associated with the items.
 - 43. The method of claim 29, wherein the notional deliveries are consistent with presentation quantities for the items at respective selling locations associated with the items.
 - 44. The method of claim 28, wherein the notional deliveries are set with reference to a causal calendar of events.
 - 45. The method of claim 29, wherein the notional deliveries are set with reference to a causal calendar of events.
 - 46. The method of claim 28, wherein the notional deliveries take into account planned promotions.
- 1 47. The method of claim 29, wherein the notional deliveries take into account 2 planned promotions.
- 1 48. The method of claim 28, wherein the notional deliveries are consistent 2 minimum order quantities for the items.
- 1 49. The method of claim 29, wherein the notional deliveries are consistent with minimum order quantities for the items.
- 50. The method of claim 28, wherein the prorating is based on the projected sales of the items.

of the items.

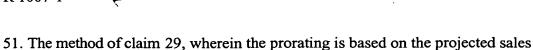
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- 52. The method of claim 28, wherein the projected sales of the items include recapture of projected lost sales due to stockouts of the item.
- 53. The method of claim 29, wherein the projected sales of the items include recapture of projected lost sales due to stockouts of the item.
- 54. The method of claim 28, wherein the projected sales of the items are corrected for projected stockouts at respective selling locations associated with the items.
 - 55. The method of claim 29, wherein the projected sales of the items are corrected for projected stockouts at respective selling locations associated with the items.